



PG – 918

I Semester M.B.A. Degree Examination, February 2017

(CBCS)

Management

Paper – 1.7 : COMMUNICATION SKILLS

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions. Each question carries **five** marks. (5×5=25)

1. How communication plays an important role in business ? Explain.
2. Differentiate between formal and informal communication.
3. What measures do you suggest to make communication effective ?
4. Describe the oral communication process.
5. What are the different types of listening ? Explain.
6. Outline the steps in organizing your writing.
7. Explain the role of team in effective business communication.

SECTION – B

Answer **any three** questions. Each question carries **ten** marks. (10×3=30)

8. Explain the styles of letter writing. Which style you prefer ? How do you communicate negative and persuasive messages ?
9. Write a letter to Mr. Nayan working as accountant in your company. Confirming his services.

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10. Describe various sources of conflict. How various culture influences on the solving of conflicts aroused within an organisation ? Explain.
11. Explain in detail the role of modern technology in effective business communication with suitable example.

SECTION – C

12. **Compulsory Case Study :**

(1×15=15)

Draft an invitation to the inaugural function of 'management meet' organised by your institution. Venue is auditorium. Choose a date, imagine names and designations of guests and other dignitaries.